BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Extended Diploma in Enterprise and Entrepreneurship
Unit number and title	**Unit 38: Marketing Communications in Business**
Learning aim(s)	**C Present a marketing communications plan to a client for a specific product or service**
Assignment title	**The Plan for marketing communications**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are continuing your placement shadowing a marketing professional in a local business. To demonstrate your thorough understanding of marketing communications, you are required to present a plan for a marketing communications package for client for a specific product or service of your choice, including aims and objectives, timelines and costs etc. You will first need to identify a possible client and detail their marketing needs for a product or service.

Task	**A marketing communications plan for a client** Begin by deciding on a client and a product or service that you can use for this assignment. You may have to research potential scenarios before deciding on a suitable one to use. You need to include: ● the specific product or service the client wishes to promote, and give the reason for promotion ● the target market ● the resources available ● any budgetary, time and ethical constraints. Once you have chosen your client and the product or service, you should develop a marketing communications plan that meets the needs of your chosen client, to include: aims and objectives, target market, communication tools, marketing communications mix, identification of resources, including budget, and any constraints. The next step is to present your marketing communications plan to an audience - your client and/or teacher for their consideration. You need to decide on the best format to do this. Make sure you give full details of what

	the plan will entail, justifying your choices and outlining the resources needed, including budget you are working towards and the constraints you have identified. Aim to be professional and you should be prepared to answer any questions on your plan. You should conclude with an evaluation of the extent your proposed plan will meet the needs of the client.
Checklist of evidence required	● A marketing communications plan ● A presentation with speaker notes and detailed observation records

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
11/C.D3	Evaluate the extent to which the proposed marketing communications plan meets the needs of the client.
11/C.M3	Present a fully justified, professional marketing communications plan, taking into account constraints, resources and target audience.
11/C.P4	Develop a marketing communications plan for a product or service to meet the needs of a client.
11/C.P5	Demonstrate, using an appropriate method, the ability to present an original, creative marketing communications plan.
Sources of information to support you with this Assignment	**Websites** www.cim.co.uk/files/marcomms.pdf The CIM has a range of materials to include a 10-minute guide on how to plan marketing communications. http://www.centreforintegratedmarketing.com/gfx/documents/john_grounds_speech_march_04_with_visuals.pdf **Above are some examples of websites. Further useful resources may be found at** http://qualifications.pearson.com/en/qualifications/btec-nationals/enterprise-2016.html
Other assessment materials attached to this Assignment Brief	N/A